



Why to choose Apollo-

- ❖ We have created a special APP of **UR-LIFE** for SBI Retired Beneficiaries.
- ❖ We will provide our Pharmacy deliveries using the strong network of **5800+** Apollo Pharmacy stores which cover 1100+ Cities/ Towns in India.
- ❖ Medicine delivery to **19500+** pin codes through our logistic network.
- ❖ Apollo Pharmacy is known for dispensing 100% genuine medicines through our own/ affiliated network of **Supply Chain Partners**.
- ❖ Discounts Applicable:
 - 20% on Rx Medicines
 - 5% on FMCG/ OTC
 - 15% on Apollo Products
- ❖ A wide range of prescription medicines more than **1, 00,000+** SKUs available on the platform. Soon, we will be adding the entire range of health & wellness products on the platform.
- ❖ Focus will be given to supply **the complete prescription & fulfill the entire order**.
- ❖ We maintain cold chain & habitat formation drugs which can be managed by **our local stores** as per the statutory guidelines.
- ❖ Priority will be given on **quick hyper-local delivery** through the wide network of stores **within 48-72 hrs**.
- ❖ We are concentrating on adding new stores in tier 2 & 3 cities. We have added stores in **Indore, Agra, Darbhanga, Thrissur, Kuchipudi, Kottayam, Balurhat** & more new cities in progress.
- ❖ **Dedicated Regional SPOC** will be provided at West Bengal, Delhi NCR, Maharashtra, Gujarat, Karnataka, Telangana, Andhra & Tamil Nadu for Customer Query and Quick Resolution.
- ❖ We will be conducting **Health Camps/ Engagement Activity** at all the major locations to have **People to People Connect**.
- ❖ We will be activating **WhatsApp Order Placement Facility** for the retired beneficiaries from 1st Apr 2024



E-Pharmacy Services-

Benefits/ Features with Apollo Pharmacy	Update
i. Availability of call centre	Corporate Customer Service- 9 am to 6 pm Monday to Saturday.
ii. List of languages available	Hindi, English, Tamil, Telugu & Kannada.
iii. Average call waiting time for the financial year 2022-23	Inbound Call pick up: within 59 Sec
No. Of Transactions Annually	230+ Million
No of Unique Pin codes	19500+
Fulfilment ratio (against all orders placed on the platform of the bidder) in percent for the Financial year 2022- 23	The current FY Fulfilment rate is at 86.33% as on Nov'23. It is 89.2% for month of Nov 2023 (excluding the cancellations attributed from users in the system)
Cold Chain Products Serviceability	3578 Pin codes (thru Stores)

Queries/complaints:

Email ID:-

We have given a dedicated email ID for SBI which is managed at the call center to serve the SBI customers.

Email: customerservice@apollopharmacy.org

Customer gets the auto triggered acknowledgment mail along with the Ticket ID and the same is assigned to the concerned department for the quick and faster resolution.

Complaint/ Ticket Raising:-

We have a dedicated space on the App where the User can raise the ticket on the Ur Life App and raise the concern/ query.

Dedicated Helpline Nos:-

We have given a dedicated number to SBI & created a dedicated line at the call centre for the agents to identify the SBI customers. This is operational from 9AM to 6PM Monday to Saturday as agreed between SBI and Apollo Pharmacy.

The customers can call this no: **040 4747 6989** to get an update on

Verification Call Update

Order Status

Feedback and Complaints

Developed Ticketing System for Faster Resolution.



Escalation matrix:

- (Escalation matrix -1) - Call Center/**Regional SPOCs**
- (Escalation matrix -2) - Call Center Manager
- (Escalation matrix -3) - Project Lead
- (Escalation matrix -4) - Head of Department

Additional benefits other than E-pharmacy:

1. Comprehensive Consultation package - **Unlimited Specialist consultation** to take of complete family needs like General Physician, Obstetrics & Gynaecology, Paediatrics, Dermatology, Dietetics, Diabetology, Covid Specialist, Dentist, Psychology, Infectious Diseases, Endodontics, Family physician, Infertility, Geriatrics, Counselling (Emotional & Mental Health illness), Physiotherapy, Fetal Medicine, Nutritionist, Physical Medicine, Rehabilitation. **SBI Comprehensive Consultation Package at Rs. 899/- per annum.**
2. Retiree Engagement – Wellbeing articles, videos and recipes, Metabolic profiling – Step count, calories burnt, water Intake, Sleep cycle, Calorie counter etc, HRA and Health Score.
3. **20% Discount** on Routine Diagnostics Test. Capability to **serve 1900 pin codes.**

** Please Note:- These Additional Benefits Offers & Services are **not covered** under SBI wallet scheme for pensioners.

Please Note:- UR Life/ UR World is Apollo Subsidiary. We will provide services thru Apollo Pharmacy Retail Outlets.